



## Illinois CCIM Chapter Strategic Plan 2016 - 2019

MISSION: To maintain a thriving community of successful professionals working in or around the commercial real estate industry through the facilitation of the highest quality marketing and networking events, offering top-notch services, and providing unique educational opportunities to our membership.

### 2016 ILLINOIS BOARD OF DIRECTORS AND COMMITTEE CHAIRS

POSITION	NAME	COMMITTEE CHAIR
President	Michael Mallon, CCIM CRX	
President - Elect	David Ellermann, CCIM	
Vice President	Garry Weiss, CCIM, SIOR	
Treasurer	Ankur Patel	
Secretary	Diana Peterson	
Past President	Patrick Brady, CCIM	Sponsorship/John Keeper Society
Director	Brent Burden, CCIM	
Director	Steve Caton, CCIM	Candidate Guidance/Designation Promotion
Director	Jennifer Cole, CCIM, RPA, LEED AP O+M	Legislative Affairs
Director	Peter Giadla, CCIM	
Director	Graham Gold	Membership
Director	Thomas Krug	
Director	Marielee Macapagal, CCIM	Marketing/Communications
Director	Jackson H. McLarty	
Director	Joel Miller, CCIM	Programs
Director	Ruth Minnick, M.A., LEED GA, ASID	Networking
Director	Joe Minogue	
	Tom Bothen	Education
Administrator	Janet Svazas	
Administrator	Barbara Krause	



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### Goal # 1: DEFINE, COMMUNICATE AND DELIVER MEMBERSHIP & SPONSORSHIP VALUE

Strategies	Activities	Responsibilities	Measures	Year
Provide interesting and relevant programs and networking events	<ul style="list-style-type: none"> <li>• Survey for programs of interest</li> <li>• Continue to partner with other real estate groups</li> <li>• Consider different venues to increase attendance</li> <li>• Schedule planned by 12/15/2015</li> <li>• Start the year off with a Kick-Off Event to provide sponsorship and member value</li> <li>• Promote upcoming events on a PowerPoint at events</li> </ul>	Program Committee Networking Committee Sponsorship Committee Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• After events surveys</li> <li>• Evaluate # in attendance</li> <li>• Identify other real estate groups and contact them</li> <li>• Promote the events on revised Chapter website and thru e-newsletter</li> </ul>	2016 - 2019
Improve Communications	<ul style="list-style-type: none"> <li>• Improve the website and keep it updated</li> <li>• Improve the e-newsletter with quality content</li> <li>• Engage in Social Media</li> <li>• E-mail blasts promoting events</li> </ul>	Marketing/Communications Committee Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Research other Chapter websites.</li> <li>• Review e-newsletter format</li> <li>• Reevaluate social media</li> <li>• Track hits on website and social media</li> </ul>	2016 - 2019
Provide Value to Sponsorships	<ul style="list-style-type: none"> <li>• Provide a liaison to every sponsor</li> <li>• Introduce them at every event</li> <li>• Have a PowerPoint for events that showcases the Sponsors</li> </ul>	Sponsorship Committee Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Follow-up with Sponsors to determine business leads</li> <li>•</li> </ul>	2016 - 2019



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	<ul style="list-style-type: none"> <li>• Implement the Sponsor placemat for luncheons.</li> <li>• Highlight Sponsors on the Chapter website</li> <li>• Provide Sponsors with attendance list from all CCIM events</li> </ul>			
Promote Dealmaking and celebrate CCIM deals that are closed	<ul style="list-style-type: none"> <li>• Provide Dealmaking opportunities at events</li> <li>• Announce deals on website and e-newsletter</li> <li>• Promote at luncheon events</li> </ul>	Marketing/Communications Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• More “buzz” and deals getting done</li> </ul>	2016 - 2019
Promote CCIM Designation and Designees in the market	<ul style="list-style-type: none"> <li>• Ads, e-newsletter, articles, announcements, social media, and chapter website</li> <li>• Encourage use among members</li> </ul>	Candidate Guidance/Designation Promotion Marketing/Communications Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Analyze # of times that we promoted</li> </ul>	2016 - 2019



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### Goal # 2: GROW CHAPTER MEMBERSHIP

Strategies	Activities	Responsibilities	Measures	Year
Recruit student members from various local universities	<ul style="list-style-type: none"> <li>• Speak during RE club meetings</li> <li>• Provide “beer &amp; pizza” happy hours to meet and greet with students</li> <li>• Connect students with mentors</li> </ul>	Membership Committee John Keeper Society Chapter Board	<ul style="list-style-type: none"> <li>• Increase student membership to 40</li> </ul>	2016
Member Retention	<ul style="list-style-type: none"> <li>• Reach out to 2015 members for 2016</li> <li>• Bring membership forms to all events</li> </ul>	Membership Committee Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Conservative goal of 90% member retention</li> </ul>	2016
Chapter Growth	<ul style="list-style-type: none"> <li>• Retain current members</li> <li>• Attract student members</li> <li>• Recruit members that are part of National but not IL Chapter</li> <li>• Expand the reach of CCIM to suburbs and downstate</li> <li>• Host informal events (Happy Hours, New project etc.) to promote Chapter and social activity</li> <li>• Provide a Member Appreciation Event</li> <li>• Speak at CCIM classes</li> <li>• Contact and reach out to real estate companies to discuss CCIM benefits</li> <li>• Celebrate and promote new members</li> </ul>	Membership Committee Networking Committee Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Goal of 20% (40-45) new members</li> </ul>	2016

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### Goal # 3: GROW CHAPTER LEADERSHIP & TEAMS

Strategies	Activities	Responsibilities	Measures	Year
Grow Committees	<ul style="list-style-type: none"> <li>• Challenge Committee chairs to expand their committees</li> <li>• Reach out to Chapter members to join a Committee</li> <li>• Promote the Committees at a Kick-off event</li> </ul>	Committee Chairs Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Maintain Committee Roster</li> <li>• Tap new members to get involved with a Committee</li> </ul>	2016 - 2019
Increase the diversity of the Chapter, Committees and Board	<ul style="list-style-type: none"> <li>• Identify members that would be interested in getting involved</li> </ul>	Committee Chairs Chapter Board	<ul style="list-style-type: none"> <li>• Continually evaluate the Chapter, Committees and Board for diversity</li> </ul>	2016 - 2019
Encourage greater relationships with the Institute	<ul style="list-style-type: none"> <li>• Invite Institute Leadership to attend Board meetings and events</li> <li>• Reach out to Institute for assistance</li> </ul>	Committee Chairs Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Review at Board meetings</li> <li>• Encourage Committees to contact Institute leadership</li> </ul>	2016 - 2019
Mentoring/Committee Chairs	<ul style="list-style-type: none"> <li>• Provide mentoring/Committee chair opportunities for members</li> </ul>	John Keeper Society Chapter Board	<ul style="list-style-type: none"> <li>• # of mentors</li> </ul>	2016 - 2019
National Business and Conferences	<ul style="list-style-type: none"> <li>• Encourage Chapter attendance at Institute Business meetings and National CCIM Conference</li> </ul>	Chapter Board	<ul style="list-style-type: none"> <li>• Monitor attendance at events</li> </ul>	2016 - 2019



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### Goal # 4: GET A RETURN ON OUR FINANCIAL POSITION

Strategies	Activities	Responsibilities	Measures	Year
Identify Actual Corporate Reserve Needed	<ul style="list-style-type: none"> <li>• Determine exact \$ value of required reserves</li> <li>• Look into CD's and other safe investments to generate some return on the reserve balances</li> </ul>	Treasurer Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Review monthly financials</li> </ul>	2016 - 2019
Invest in New Membership	<ul style="list-style-type: none"> <li>• Provide a scholarship to new members</li> <li>• Consider subsidy to new members</li> <li>• Provide free membership for new student members</li> <li>• Provide a Showcase event to new members</li> </ul>	Treasurer John Keepper Society Membership Committee Chapter Board	<ul style="list-style-type: none"> <li>• Evaluate the criteria for scholarships</li> </ul>	2016 - 2019
Invest in Existing Membership	<ul style="list-style-type: none"> <li>• Make event pricing for existing members cheaper</li> </ul>	Treasurer Networking Committee Membership Committee Chapter Board Chapter Administrator	<ul style="list-style-type: none"> <li>• Evaluate the amount of the subsidy for events</li> <li>• Research the percentage of events attended by members/non-members</li> </ul>	2016 - 2019